

Home Furnishings Calendar 1949

JANUARY

FEBRUARY

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HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 20 10:00 A.M.- 12:00 M.	SHOWING: IMPORTED LAMPS Engel will introduce to the press its latest collection of table lamps imported from England in faience and china. By invitation only. Publicity: Doris Herzog, Franklin Fisher & Assoc., MU. 3-1983.	ENGEL	15 EAST 53RD STREET
Thursday Oct. 20 10:30 A.M. 2:30 P.M. 8:00 P.M.	NEW YORK CITY BUSINESS OF HER OWN CLINIC At this clinic, planned to help the New York woman go into a business of her own, the morning session at 10:30 A.M. will deal with how to market a home product such as food or handcrafts. There will be brief speakers; success stories; instruction on what to make, how to package it, advertise it, merchandise it, sell it. The moderator will be Margaret Arlen of CBS. At the afternoon session at 2:30 P.M. the subject will be services that women can embark on as business ventures with short speeches on how to do it and success stories. The moderator will be Kathi Norris of WABD. At the evening session at 8 P.M. small shops run by women will be discussed with information on types, how to operate, laws governing such shops and so on. Again brief talks and success stories will be featured. The moderator will be Mary Margaret McBride. Publicity: Sara Wright Kelly, N.Y. State Dept. of Commerce, MU. 2-5890.	N.Y. STATE DEPT. OF COMM. N.Y. WOMAN'S COUNCIL	HOTEL ASTOR GRAND BALLROOM
Thursday Oct. 20 7:30 P.M.	NEW YORK RESIDENCE LIGHTING FORUM A discussion of three papers will open the fall and winter season. They are "Lighting and Seeing Conditions for Hand Sewing" by Priscilla Presbrey; "Color and Light in the Home" by Jan Reynolds and "Rooms with a New Look" by Aileen Page. Lillian Eddy, home lighting specialist for General Electric Co., New York, will show a variety of ideas for "dressing up" the lighting and increasing the decorative effect in the various rooms of the house. Publicity: Edith L. Buchholtz, Bloomfield, (N.J.) 2-2200.	ILLUMINATING ENGINEERING SOCIETY	G.E. AUDITORIUM 570 Lexington Ave.
Thursday Oct. 20- Oct. 21	OFFICE MANAGEMENT MEETING Office executives will be given a chance to improve their management techniques by watching each other act out typical situations calling for skill in dealing with employees under the direction of Alexander Bavelas, asst. prof. of psychology, Mass. Inst. of Technology. Publicity: Edward K. Moss, BR. 9-6055.	AM. MANAGEMENT ASSN. 330 WEST 42ND STREET	HOTEL STATLER NEW YORK CITY
Thursday Oct. 20 Going On	NEW SHOWROOMS Five floors of authentic reproduction furniture are now on view at the Freeman Furniture Co.'s new showrooms at First Avenue. Contact: Mr. Freeman, TR. 9-0743.	FREEMAN FURNITURE CO.	402 EAST 64TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Oct. 21	SEVENTIETH ANNIVERSARY OF THE INVENTION OF THE INCANDESCENT LIGHT. CONTACT: EDGAR O. SEIBERT, 10 DOWNING STREET, N.Y.C., WA. 9-8847.		
Oct. 21- Oct. 30	JAMESTOWN FALL FURNITURE MARKET, JAMESTOWN, N.Y. CONTACT: MR. P. E. DENNEY, FURN. MFRS. BLDG., INC., JAMESTOWN, N.Y.		
<u>WEEK BEGINNING MONDAY, OCTOBER 24, 1949</u>			
Monday Oct. 24 7:00 P.M.	FOURTH LECTURE The fourth lecture in the Survey of Advertising Course will deal with "How to Know What to Spend Where" and will be given by Fred B. Manchee of Batten, Barton, Durstine & Osborn. Contact: Hulda Kloenne, CI. 5-4149.	ADV. WOMEN OF N.Y.	HOTEL ASTOR
Monday Oct. 24 7:00 P.M.	SECOND LECTURE: HOME FASHIONS FUTURES At the second of a course of six lectures sponsored by the Home Fashions League, Donald Deskey will discuss "Fashions from the Floor Up" and Eugene Stephenson will talk on "Room Arrangement for Television". Contact: Josephine Brush, SA. 2-1839.	HOME FASHIONS LEAGUE 155 EAST 96TH ST.	BIGELOW-SANFORD 140 MADISON AVENUE
Monday Oct. 24- Oct. 29	SECOND ANNUAL FALL SUMMER FURNITURE MARKET Following up the successful market held last year, the NASFM will hold its second market on these dates. In addition to exhibitions in the Sheraton Hotel there will be displays at the Merchandise Mart, the American Furniture Mart and the Hotel St. Clair. Publicity: Harold J. Siesel, 424 Madison Avenue, New York 17, N.Y., EL. 5-0138.	NATIONAL ASSN. OF SUMMER FURN. MFRS.	SHERATON HOTEL CHICAGO, ILLINOIS
Monday Oct. 24- Oct. 29	NATIONAL BUSINESS SHOW A show featuring office equipment, business machines, supplies and services will take place during this week. Hours: 1 to 10 P.M. daily except Saturday, 1 to 6 P.M. Contact: William A. Tupper, WO. 4-8150.	NATL. BUS. SHOW CO.	GRAND CENTRAL PALACE
Monday Oct. 24- Oct. 29	TABLE FASHIONS SHOWS A week's showing, sponsored by The Portland Oregonian, will launch Helen Chamberlin's Table Fashions of 1950. This show, presenting 22 complete table settings and as many shadow box displays, will feature the fine chinas and earthenwares of the members of the California Pottery Guild. It will be given again in San Francisco at the Clift Hotel under the auspices of the San Francisco Chronicle during the week of Nov. 7. There will be additional showings in the East during the winter and early spring; dates to be announced later. Contact: Helen Chamberlin, California Pottery Guild, 315 West 9th St., Los Angeles 15, Cal., MA. 6-4638.	HELEN CHAMBERLIN	PORLTAND, OREGONIAN PORTLAND, OREGON
Oct. 24- Oct. 30	NATIONAL HONEY WEEK. CONTACT: AM. HONEY INST., COMM. STATE BANK BLDG., MADISON 3, WISCONSIN.		
Thursday Oct. 27 Just out	NEW COOK BOOK "The Art of Cheese Cookery", by Nika Standen, discusses the difference between natural, processed and cheese-food cheeses and describes their uses. It also gives recipes in which cheese is the <u>main</u> ingredient and others in which it is one of the essential ingredients. Every recipe has been tested in Young & Rubicam's experimental kitchen. Price, \$1.95. Publicity: Louise Thomas, CI. 6-1700.	DOUBLEDAY & CO., INC.	14 WEST 49TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 27- Oct. 29	CAROLYN KING The opening of the new linen department in the John Taylor Dry Goods Company will be publicized by Miss King, specialist in table decoration. There will be a table decoration contest and consultant service. Publicity: J. M. Weaver, Columbia Mills, Syracuse 2, N. Y.	THE COLUMBIA MILLS	JOHN TAYLOR CO.
Thursday Oct. 27- Oct. 29	AUDIO FAIR Leading manufacturers of electronic equipment will exhibit at the Audio Fair which is open to the press, the trade and the public without charge. Anyone interested in custom installation of radios, record players and recorders from the technical point of view will find exhibits covering this field. Hours: Oct. 27, 11 A.M. to 9 P.M.; Oct. 28, 9:30 A.M. to 6 P.M.; Oct. 29, 9:30 A.M. to 4 P.M. Contact: Harry N. Reizes, Fair Manager, 342 Madison Avenue, N.Y.C., MU. 2-1346.	AUDIO ENGINEERING SOC.	HOTEL NEW YORKER
Friday Oct. 28 5:30 P.M.- 7:30 P.M. Cocktails	HALLOWEEN PARTY A cocktail party, with a television set as door prize, has been planned to start the season. Guests are welcome. Tickets: \$3.50 per person, the proceeds to go to service activities. Contact: Mae Wagner Carlysle, Adv. Women of N.Y., 1233 Sixth Avenue, N.Y.C., CI. 5-4149.	ADV. WOMEN OF N.Y.	HOTEL ASTOR
Friday Oct. 28 Just out	NOVEL COOKBOOK A new sort of cookbook, designed to appeal to the eye as well as to aspiring cooks, is "The Fireside Cookbook". It is illustrated in full color with hundreds of gay pictures to accompany its more than 1200 simple, basic recipes. Publicity: Elinor Green, CI. 5-6400.	SIMON & SCHUSTER	1230 SIXTH AVENUE
Oct. 29- Nov. 5	NATIONAL APPLE WEEK TO PROMOTE AND EMPHASIZE THE VALUE OF THE APPLE. CONTACT: NAT'L APPLE WEEK ASSN., 154 EAST AVE., ROCHESTER 4, N. Y.		
Oct. 30	NATIONAL RADIO AND TELEVISION WEEK TO NOV. 5.		

WEEK BEGINNING OCTOBER 31, 1949

Oct. 31	HALLOWE'EN (Monday)		
Monday Oct. 31 7:00 P.M.	AWARDS BANQUET The Financial World Fifth Annual Report Awards Banquet will be held on this date and awards will be made. Ladies are invited. Black tie. Contact: John Loeser, RE. 2-0224.	FINANCIAL WORLD	HOTEL STATLER
Monday Oct. 31 7:00 P.M.	THIRD LECTURE: HOME FASHIONS FUTURES At the third of a course of six lectures sponsored by the Home Fashions League, Edward Wormley for furniture and Virginia Hamill for backgrounds will discuss "Blending Modern With Traditional." Contact: Josephine Brush, SA. 2-1839.	HOME FASHIONS LEAGUE 155 EAST 96TH STREET	W. & J. SLOANE FIFTH FLOOR
Monday Oct. 31 7:00 P.M.	FIFTH LECTURE The fifth lecture in the Survey of Advertising Course will deal with Marketing Research, why it is used and how it is done, and will be given by Adolph Toigo, of William Esty & Co., Inc. Contact: Hulda Kloenne, CI. 5-4149.	ADV. WOMEN OF N.Y.	HOTEL ASTOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 7- Nov. 13	26TH ANNUAL WOMEN'S INTERNATL. EXPOSITION This exposition covers women's interests - cultural and industrial - from every angle. Admission 50¢ plus tax. Contact: Women's National Institute, 480 Lexington Avenue, New York, N.Y., EL. 5-6316.	WOMEN'S NATL. INST. 480 LEXINGTON AVE.	71ST REG. ARMORY PARK AVE. & 34TH
Nov. 9 12:15 P.M.	HOME FASHIONS LEAGUE LUNCHEON, HOTEL ROOSEVELT, NEW YORK. CONTACT: JOSEPHINE BRUSH, SA. 2-1839.		
Thursday Nov. 10- Nov. 11	PRODUCTION EXECUTIVES CONFERENCE A two day conference devoted to cost reduction will be held on these two days. There will be six sessions devoted to various aspects of the problem with a program arranged by a committee of production experts representing 14 industries. Publicity: Edward K. Moss, BR. 9-6055.	AM. MANAGEMENT ASSN. 330 WEST 42ND ST.	PALMER HOUSE CHICAGO, ILLINOIS
Monday Nov. 14 7:00 P.M.	FIFTH LECTURE: HOME FASHIONS FUTURES The fifth lecture in this course will be devoted to the subject "What is Contemporary Design?". The discussion will be by Richard Bach and Tammis Keefe. Contact: Josephine Brush, SA. 2-1839.	HOME FASHIONS LEAGUE 155 EAST 96TH ST.	MANOR HOUSE 383 MADISON AVE.
Monday Nov. 14- Nov. 17	ANNUAL CONVENTION AND SUPPLIES MARKET The 34th Annual Convention of the N.A.B.M. will be held at this time with 131 exhibitors participating in the market. Breakfast meetings of the various N.A.B.M. zones will replace the usual group meetings for the purpose of planning for the 1950 Sleep Show. There will also be an Industry Problems Panel in which six members will discuss major industry problems. The 1949 National Sleep Show Award will be made to an execu- tive of the store selected. The annual banquet is scheduled for Wednes- day, Nov. 16. Publicity: Marian Knapp, National Association of Bedding Manufacturers, Merchandise Mart Plaza, Chicago 54, Illinois.	NAT'L ASS'N BEDDING MANUFACTURERS	HOTEL STEVENS CHICAGO, ILLINOIS
Nov. 16- Nov. 20	SOUTHWESTERN ANTIQUE SHOW, DALLAS, TEXAS. CONTACT: MRS. MARGARET TREMBLAY, 2706 FAIRMOUNT, DALLAS, TEXAS.		
Thursday Nov. 17 12:15 P.M.	MONTHLY LUNCHEON At the Home Furnishings luncheon meeting the title of the talk will be "The Home is Here to Stay - Does Yours Match Your Brow?" Speakers will be Agnes Rogers, author of "Women are Here to Stay" and editor of Book Department of Readers Digest; and Russell Lynes, an editor of Harper's Magazine and instigator of the "Highbrow-Lowbrow" controversy. Melva Chesrown is Chairman of the Home Furnishings Division. Members may bring guests. Contact: Fashion Group, CI. 7-3940.	THE FASHION GROUP	HOTEL BILTMORE
Tuesday Nov. 22	ARTICLE ON FABRIC The December issue of Charm Magazine, out on this date, will carry a double-page editorial feature dealing with Ben Rose, fabric designer, and a new drapery fabric called "Starlight", especially designed by Mr. Rose for the magazine. Publicity for Charm Magazine: Eloise Ray, MU. 3-8910; Publicity for Ben Rose: Franklin Fisher & Associates, MU. 2-1983.	CHARM MAGAZINE	122 EAST 42ND ST.
Nov. 24	THANKSGIVING DAY (Thursday).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS</u>			
Thursday Oct. 20	CHRISTMAS CARDS	METROPOLITAN MUSEUM	82ND ST. & 5TH AVE. The Metropolitan Museum is putting on sale its annual collection of fine Christmas cards taken from various works of art in the Museum's possession. These range from 5¢ to 20¢ each. Reproductions of several small decorative sculptures are also available. Publicity: Lillian Green, Metropolitan Museum of Art, RH. 4-7690.
Thursday Oct. 20- Dec. 18	FAMOUS COLLECTION OF 20TH CENTURY ART	ART INSTITUTE OF CHICAGO	MICH. AVE. & ADAMS CHICAGO, ILLINOIS The extraordinary Arensberg collection of 20th century paintings and sculptures, previously only to be seen in Hollywood, will be shown publicly for the first time. Publicity: Peter Pollack, CE. 6-7091.
Friday Oct. 21- Oct. 23	CHRYSANTHEMUM DISPLAY	N.Y. BOTANICAL GARDEN	BRONX PARK In cooperation with the National Chrysanthemum Society, the Botanical Garden will present outdoor displays of these flowers; indoors competitive exhibits; and a special program in the Lecture Hall on Friday, Oct. 21 at 3 P.M. During this program Philip E. Robinson will speak on "Chrysanthemums to Complete the Home Landscape" and Dr. P. P. Pirone will talk on "Old and New Methods in 'Mum Pest Control". Outdoor displays will be on view daily from 10 A.M. to one-half hour after sunset. The indoor exhibits will open at 2 P.M. Friday and will also be on view Saturday and Sunday, 10 A.M. to 5 P.M. Open to the public without charge. Publicity: Miss Ruth Caviston, RH. 4-5767 and Mrs. E. L. Scott, Hackensack (N.J.) 2-8491-W.
Friday Oct. 21- Jan. 15	VAN GOGH EXHIBIT	METROPOLITAN MUSEUM	FIFTH AVE. & 82 ST. "Vincent Van Gogh: Paintings and Drawings" - an international loan exhibition arranged by The Netropolitan Museum of Art and The Art Institute of Chicago, will be opened to the public on this date. Paintings and drawings to be shown will come from the collections of Vincent W. Van Gogh of Laren and the Kroller-Muller State Museum of Otterlo, in Holland and from a number of American lenders, including private collectors and leading museums. The exhibition is being arranged with the endorsement and assistance of the Ministry of Education, Arts and Sciences of the Royal Netherlands Government. Hours: 10 A.M. to 5 P.M. daily; 1 P.M. to 5 P.M. Sundays and Holidays. Publicity: Lillian Green, RH. 4-7690.
Monday Oct. 24	SCULPTURE EXHIBIT	CLAY CLUB	4 WEST 8TH STREET A one-man show of Leo Amino's plastic sculptures, direct metal pieces, constructions, wood sculptures and pen and wash drawings, will go on view and should be of interest to those wishing to use original art in modern interiors. Publicity: Sahl Swartz, Clay Club Sculpture Center, 4 West 8th Street, N.Y.C., GR. 7-3354.
Friday Oct. 28- Oct. 29	SECOND ANNUAL ORCHID SHOW	NATIONAL CAPITAL ORCHID SOCIETY	AM. SEC. & TRUST CO. WASHINGTON, D. C. Opening on the 28th of October in the evening, the second annual orchid show will continue all day on the 29th and will be held in the lobby of the American Security & Trust Co., 15th and Pennsylvania Avenue, N.W., Washington, D.C. Contact: Linnaeus T. Savage, American Security & Trust Co., 15th and Pennsylvania Ave., N.W., Washington, D.C.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS (Cont'd)</u>			
Saturday Oct. 29 7:30 P.M.	PREVIEW OF CERAMIC EXHIBITION	SYRACUSE MUSEUM OF FINE ARTS	SYRACUSE, NEW YORK
	The Fourteenth National Ceramic Exhibition sponsored by the Syracuse Museum and The Onondaga Pottery Company, and the First Natl. Dinnerware Decoration Exhibition sponsored by the Museum and Commercial Decal, Inc., will go on view at this time. At 8:30 there will be a talk by Richard F. Bach, Consultant on Industrial Art of the Metropolitan Museum of Art. Announcement of Prize Awards will also be made at this time. The exhibition continues through Dec. 4. On Sunday, October 30, at 1 P.M. a luncheon will be given at the Museum and at 3 P.M. the Annual Ceramic Forum will be held with Mr. Richard F. Bach presiding. This forum is open to the public. Publicity: Mary Alice Smith, EL. 5-7300.		
Monday Oct. 31- Jan. 8	PRESS PREVIEW: SCULPTURE	BROOKLYN MUSEUM	EASTERN PARKWAY
	An exhibition of American Folk Sculpture will be shown to the press on this date and will be open to the public on Wednesday, November 2. This, the first comprehensive exhibition of American Folk Sculpture since its pioneer showing at the Newark Museum 18 years ago, includes about 150 objects ranging from ship figureheads to miniature carved toys, from weathervanes to garden sculpture, and also ornamental sculpture for houses, pottery figures and portraits. Hours: 10 A.M. to 5 P.M. weekdays; 1 to 5 P.M. Sundays. Publicity: John Gordon, NE. 8-5000.		
Tuesday Nov. 1- Nov. 20	EXHIBIT OF POSTERS	MUSEUM OF MODERN ART	11 EAST 53RD ST.
	An exhibition of original posters produced in cooperation with the Natl. Foundation for Infantile Paralysis marks the first time an art museum has cooperated with a national health group to produce educational posters of high artistic value. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI. 5-8900.		
<u>TELEVISION NEWS</u>			
Thursday Oct. 20	TELEVISION PROGRAM YOUR TELEVISION SHOPPER	WABD CHANNEL 5	DUMONT TELEVISION 515 MADISON AVENUE
11:00 A.M.- 12:00 M.	Mr. Rudemann, of the Enterprise School of Plastics, will be Kathi Norris' guest on this date, and will tell viewers about plastics and about the functioning of his school. Publicity: Babs Doniger, MU. 7-0096.		
Friday Oct. 21	TELEVISION PROGRAM YOUR TELEVISION SHOPPER	WABD CHANNEL 5	DUMONT TELEVISION 515 MADISON AVE.
	A preview of Schumacher fabrics will take place on Kathi Norris' program. Mr. Rene Carillo, Schumacher's director of design and styling, and two of the artists whose work has been used on the fabrics, Chen Chi and Marcel Vertes, will appear. The artists will show two samples of their work and many samples of the decorative fabrics will also be shown. This preview represents the trend toward reproducing excellent works of art in all sorts of home decoration rather than limiting its use to pictures. On the same program Mary Arnold who invented "Surprise Balls" for parties will discuss this party adjunct. Publicity: Babs Doniger, MU. 7-0096.		

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. Plaza 9-2917

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